

Persuasion and Influence

US Embassy Soft Skills Series

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Basic Rules

- ◉ It's a Science
- ◉ Most people do not understand their actions
- ◉ Act Ethically!

Six Principles of Persuasion

- ◉ Reciprocation
- ◉ Social Proof
- ◉ Commitment and Consistency
- ◉ Liking
- ◉ Authority
- ◉ Scarcity

Reciprocation



GOLDEN RULE

<http://Imceverywomanblog.files.wordpress.com/2012/04/do-onto-others.jpg>

Social Proof

Four different signs were put in hotel bathrooms

- #1 Environmental reasons to encourage visitors to reuse their towels
- #2 Donate a portion of end-of-year laundry savings to an environmental cause
- #3 Hotel already gave a donation and asked: “Will you please join us?”
- #4 Said the majority of guests reused their towels at least once during their stay

Percentage who reused the towels

- #1 Environmental reasons to encourage visitors to reuse their towels
 - > **38%**
- #2 Donate a portion of end-of-year laundry savings to an environmental cause
 - > **36%**
- #3 Hotel already gave a donation and asked: "Will you please join us?"
 - > **46%**
- #4 Said the majority of guests reused their towels at least once during their stay
 - > **48%**

Commitment and Consistency

- ◉ Everybody wants to be loyal
- ◉ Spoken commitment = action
- ◉ Say “will you do _____?” not “Do blank.”
- ◉ Older = more Consistent
 - > Praise past consistencies; demonstrate how this fits their needs

Liking (Rapport)

- ◉ Who do people like the most?
 - > Themselves!
 - Even sharing the same name
 - > Pretty girls and/or boys
 - > Those who compliment them
- ◉ Know what people like



**Work on the Hearts and Minds
of Others**

“The key to persuasion is softening people up and breaking them down, gently. Work on their emotions and play on their intellectual weaknesses. Aim at the primary emotions – love, hate, jealousy.”

“Push people to despair, then give them relief. “

- ◉ An act of self-sacrifice
- ◉ Be observant of self-interests

If they expect pain and you give them pleasure, you win their hearts.





Disarm and Infuriate with the Mirror Effect

“By holding up a mirror to their psyches, you seduce them with the illusion that you share their values; by holding up a mirror to their actions, you teach them a lesson. Few can resist the power of the Mirror Effect.”

Four Main Effects

- ◉ Neutralizing Effect
 - > What are you up to?
- ◉ Narcissus Effect
 - > “I understand you”
- ◉ The Moral Effect
 - > How does it feel?
- ◉ The Hallucinatory Effect
 - > Is it the real deal?



Lorenzo De Medici &
Pope Innocent

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**When asking for help, appeal to
people's self-interest, never to their
mercy or gratitude**

“Uncover something in your request, or in your alliance with him, that will benefit him, and emphasize it out of all proportion. He will respond enthusiastically when he sees something to be gained for himself.”

Authority

- ◉ Appear Authoritative
 - > Dress, title, material wealth
- ◉ Act the part
- ◉ Enter Action with Boldness



<http://www.revivalorriots.org/wp-content/uploads/2010/01/authority.jpg>

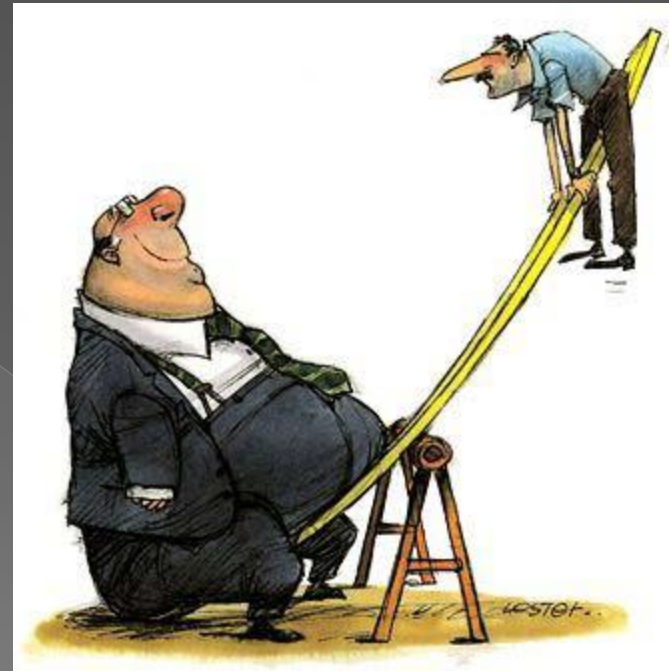
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**Win through your actions, never
through argument**

“It is much more powerful to get others to agree with you through your actions, without saying a word. Demonstrate, do not explicate.”

Keys

- ◉ Words are a dime a dozen
- ◉ Nobody can argue with a demonstration
- ◉ Symbols carry great significance
- ◉ No ill will = easier to persuade



“Never argue. In society nothing must be discussed; give only results.”

Benjamin Disraeli

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Enter Action with Boldness

“If you are unsure of a course of action, do not attempt it. Your doubts and hesitations will infect your execution. Timidity is dangerous: Better to enter with boldness. Any mistakes you commit through audacity are easily corrected with more audacity. Everyone admires the bold; no one honors the timid”

Keys

- ◉ Boldness strikes fear; fear creates authority
- ◉ Hesitation creates gaps, boldness obliterates them
- ◉ Audacity separates you from the herd



Scarcity

- Basic Supply and Demand
- Create value through scarcity

“Don’t miss this chance!”

“Act now!”

“While supplies last!”



<http://images.businessweek.com/ss/06/06/failures/image/coke.jpg>

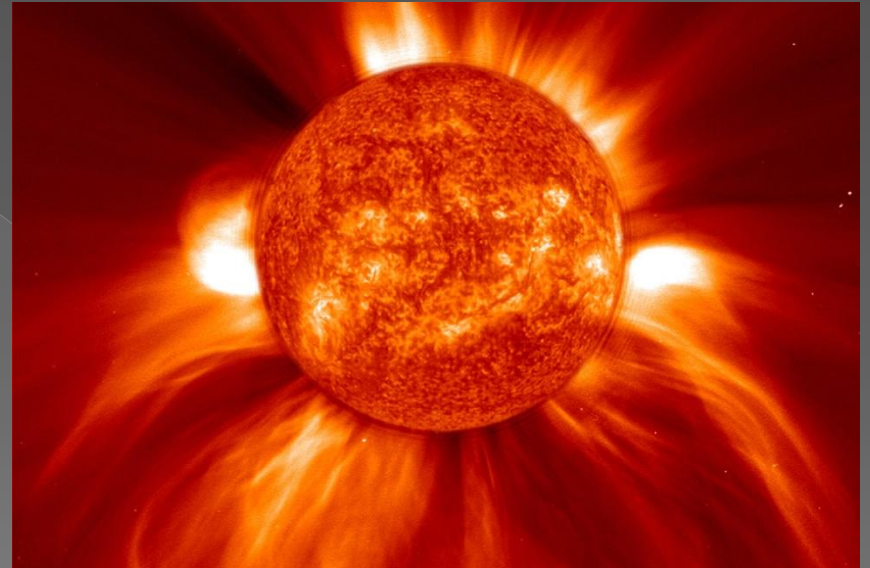


**Use Absence to Increase
Respect and Honor**

“Too much circulation makes the price go down. The more you are seen and heard from, the more common you appear. If you are already established in a group, temporary withdrawal from it will make you more talked about, even more admired. You must learn when to leave. Create value through scarcity.”

Keys

- ◉ “Love never dies of starvation, but often of indigestion.”
- ◉ Create a pattern of presence and absence
- ◉ Only works with an established presence



http://cache.boston.com/universal/site_graphics/blogs/bigpicture/sol10_13/sol17.jpg

Small Tips

Offer a Drink

“Yes” Questions

Break the touch barrier

References

- ◉ *The 48 Laws of Power*
 - > Robert Greene
- ◉ *Influence: The Psychology of Persuasion*
 - > Robert Cialdini
- ◉ *The Art of Seduction*
 - > Robert Greene
- ◉ *How to Win Friends & Influence People*
 - > Dale Carnegie
- ◉ *Aesop's Fables*
 - > Aesop
- ◉ *The Art of War*
 - > Sun Tzu